

NEWS RELEASE

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PRINCETON FULFILLMENT SOLUTIONS ACQUIRES M&B TECHNOLOGIES

New Combined Entity Will Deliver eBusiness Services to the Marketplace

HAMILTON, NJ, Feb. 11, 2009 – HYPERLINK "<http://www.princetonfulfillment.com>" Princeton Fulfillment Solutions, LLC today announced that it has acquired M&B Technologies, effective February 6, 2009. M&B Technologies is a 25-year-old leader in eCommerce solutions, custom software applications and fulfillment services. Princeton Fulfillment Solutions will be headquartered in Hamilton, N.J., with its' operational hub in Mercerville, NJ. Princeton Fulfillment Solutions will serve companies across multiple industries including publishing, pharmaceutical, agricultural, consumer goods, financial and educational services.

Princeton Fulfillment Solutions was recently founded by three well-respected executives who each have extensive experience in the direct marketing industry: Manuel Ortiz, Kevin McPhillips and Steve Pasi. Ortiz, 50, is the founder and former chairman and CEO of Direct Group, one of the nation's largest and most successful direct marketing companies. McPhillips, 50, is a founding partner and former COO of Direct Group. Pasi, 50, is former executive vice president of Marketing and Business Development for Transcontinental Direct USA.

"Princeton Fulfillment Solutions' acquisition of M&B Technologies immediately provides us with the technology and talent to effectively compete in the eCommerce and fulfillment marketplace," said Manuel Ortiz, chairman and CEO, Princeton Fulfillment Solutions, LLC.

"We look forward to building momentum as we expand our capabilities through the addition of Print-on-Demand and Direct Mail capabilities. In addition, through strategic acquisitions, we will be establishing a national distributive print service model that will enable our clients to lower costs, decrease cycle times and increase their return on investment."

M&B Technologies founder and eCommerce innovator, Mike Iorio, 73, will join Princeton Fulfillment Solutions' executive team. Financial and legal advisors on the transaction were First Choice Bank of Lawrenceville, NJ and Fox Rothschild, LLC of Philadelphia, PA, respectively. Additional terms of the deal were not disclosed.

For more information, visit <http://www.princetonfulfillment.com>.